



iAddressUpdater

September, 2011 Volume 4, Issue 7

Welcome Back!

The staff at Flagship Software hopes you had a relaxing summer, whether your area was smoking hot or mostly rainy! As our customer newsletter resumes, we will keep you updated on product and industry changes. Should you have questions about anything published in this newsletter or would like more information about a topic or our products, please feel free to contact us. For all support related issues, please contact our support team.

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Canada Post Structural Changes

Canada Post has issued a release outlining its new corporate structure. Two distinct business units are being created: Physical Delivery Network and Digital Delivery Network. The Physical Delivery Network will be run by Jacques Côté and will focus on the core mailing business and gaining market share in the parcel business. This area includes retail and commercial channels, Postal Transformation and customer service.

The Digital Delivery Network will be headed by Kerry Munro and will focus on ePost and eMarketing. The eMarketing division will deal with direct marketing and advertising products as well as the related data such as NCOA and Geopost.

Canada Post is currently implementing these changes and more information will be forthcoming. We will keep you posted with news or issues that affect the mailing industry.



Machineable Mail Specification Changes

To allow more mailers to access machineable rates, Canada Post has made changes to their specifications. These affect Short/Long Incentive Lettermail, Addressed Admail and Publications Mail.

The Quiet Zone for barcoding on the front of the item has been reduced in size. It remains 19mm high but has been shortened to 105mm long (from bottom right edge). This adds an additional 19 by 45mm of usable space to the envelope.

Graphics can be placed to the right and below the address block as long as the Quiet Zones are respected. These include the Quiet Zone for barcoding as well as the Quiet Zone around the address block. This Zone extends 6mm above and below the address and 13mm to the right and left of the address.

Permitted font types have increased. The restrictions still include bold, underlined, italic, script or decorative fonts. However, as long as the characters are clear, well-defined, between 10 and 14 points and have a space no smaller than 0.1mm between them, the font is acceptable.

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The minimum paper weight for Business Reply Mail will be increased from 135 gm² to 160 gm² on January 16, 2012. Publishers and mailers are identifying this as an issue for two main reasons:

1. Canada Post will now be measuring cards by basis weight (GSM) rather than thickness. As GSM differs between paper stocks, this will be confusing for mailers especially with such a short time-line to implementation.
2. It is anticipated this change in requirement could increase the cost of BRM by as much as 30% which is unreasonable to expect the industry to absorb again, with very short notice.

For an excellent article outlining the upcoming change and its impact on mailers, please see

<http://www.mastheadonline.com/news/2011/20110901713.shtml>.

NAMMU Chapter Meetings

Flagship Software Ltd. has been an active member of NAMMU for several years. In these times of uncertainty, it is even more important to support the Association that speaks for our industry. NAMMU has been instrumental in working with Canada Post to affect positive change for all sides. Chapter meetings are held regularly in Toronto, Montreal and Quebec City. If you are interested in attending a Chapter meeting, please contact

Kristi@flagshipsoftware.com for upcoming dates and times. If you have been considering a NAMMU membership, this is an important time to join. For more information on NAMMU, contact Kristi Kanitz or check out the website at www.nammu.ca or www.angup.ca (French site).

Mail Tracking with USPS

Since the introduction of the Intelligent Mail Barcode™, the USPS mail tracking service has become easier and less cumbersome. Mail tracking enables the mail pieces to be more visible throughout the mailing process as well as the ability to better estimate the status and the delivery time of the mail pieces.

Added benefits to mail tracking are:

- Assists you and your customers' time-sensitive promotions to coincide with mail delivery
- Saves money by reducing costs of "resends" while the mail is still in transit.
- Provides transparency to the USPS mail processing giving your customer the peace of mind knowing where their piece is at all times during the delivery cycle.
- Improves customer relations by providing detailed information concerning the progress of mail in the system.



The USPS offers this service at different price points:

Level	Price	Period	# of Scans
Silver	\$2,000.	3 mos.	15M
Bronze	\$1,000.	1 Year	200,000
Gold	\$7,500.	1 Year	50M
Platinum	\$2,500.	1 Year	Unlimited

For more information on mail tracking with the USPS, please visit mailtracking.usps.com or call 1-800-238-3150.

Flagship Software Ltd. is now offering a software package that makes viewing the mail tracking information easy! The tracking files sent by USPS are automatically uploaded into the software. The data is presented in an easy to view format allowing you to filter on a variety of options and print out progress reports on the processing of your mail. For more information, please contact sales@flagshipsoftware.com.

Office Closures

On Friday, September 30, 2011, the Technical Office will be closing at 4:00pm EDT. On-call support will be available by calling the Technical Office. The Administrative Office will be open until 5:30pm EDT.

The Technical and Administrative Offices will be closed for Canadian Thanksgiving on Monday, October 10, 2011. On-call support will be available by calling the Technical Office .

Web Training Available

Flagship Software continues to offer web training!

If you would like a refresher course on **iAddress™** or if you have new hires, please contact Carolyn at carolyn@flagshipsoftware.com to schedule a session.

